

ORDER



Orders
Order / Rev: 715237
Alt Order #: 06325305
Product Desc: ALLEN/NRSC
Estimate: C02C08
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Core

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Allen, G/NRSC/R/Sen/VA
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	14	\$120,500.00	\$102,425.00
10/08/12	10/14/12	6	\$26,800.00	\$22,780.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$147,300.00	\$125,205.00	59.20
Totals	20	\$147,300.00	\$125,205.00	59.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	WUSA	10/05/12	10/05/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	1:00	1	\$12,000.00	P-2	6.60	NM	1	\$12,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$12,000.00		6.60			
24	WUSA	10/05/12	10/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$5,000.00		2.30			
25	WUSA	10/05/12	10/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	1:00	1	\$1,400.00	P-2	2.10	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,400.00		2.10			
26	WUSA	10/05/12	10/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	1:00	1	\$1,600.00	P-2	1.50	NM	1	\$1,600.00
NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,600.00		1.50			
27	WUSA	10/05/12	10/05/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	1:00	1	\$9,000.00	P-2	4.80	NM	1	\$9,000.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$9,000.00		4.80			

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Advertiser: Allen, G/NRSC/R/Sen/VA
 Product Desc: ALLEN/NRSC
 Estimate: C02C08

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WUSA	10/08/12	10/08/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	1:00	1	\$16,000.00	P-2	5.50	NM	1	\$16,000.00
HAWAII 5-0															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$16,000.00		5.50			
29	WUSA	10/08/12	10/08/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$5,000.00		2.30			
30	WUSA	10/08/12	10/08/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,800.00		1.10			
E 31	WUSA	10/08/12	10/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	1:00	1	\$1,400.00	P-2	2.10	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,400.00		2.10			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/08/12-10/14/12		9 News @ Noon		12-1230P	M-----	1:00		(\$1,400.00)		2.10	NM		
Credited [NA]															
32	WUSA	10/08/12	10/08/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	1:00	1	\$1,400.00	P-2	1.40	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,400.00		1.40			
33	WUSA	10/08/12	10/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	1:00	1	\$1,000.00	P-2	1.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		1.00			
34	WUSA	10/08/12	10/08/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	1:00	1	\$1,600.00	P-2	1.50	NM	1	\$1,600.00
NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,600.00		1.50			
35	WUSA	10/06/12	10/06/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	1	\$900.00	P-2	1.20	NM	1	\$900.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$900.00		1.20			
36	WUSA	10/07/12	10/07/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	1:00	1	\$50,000.00	P-2	8.00	NM	1	\$50,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$50,000.00		8.00			
37	WUSA	10/04/12	10/04/12	Letterman Late Night with David Letterman	CM	1135P-1237A	---T---	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,800.00		1.10			
38	WUSA	10/02/12	10/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	1:00	1	\$5,000.00	P-2	2.30	NM	1	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$5,000.00		2.30			
39	WUSA	10/02/12	10/02/12	Letterman Late Night with David Letterman	CM	1135P-1237A	-T-----	1:00	1	\$1,800.00	P-2	1.10	NM	1	\$1,800.00

